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**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (original) A satellite broadcasting system for broadcasting a broadcasting program to be broadcast all at once to many and unspecified apparatus over a wide range through a satellite, comprising:

a transmission apparatus; and

at least one reception apparatus;

said transmission apparatus including means for multiplexing an area designation part and a contents part to produce the broadcasting program, and means for transmitting the broadcasting program;

said reception apparatus including a radio wave reception section for receiving a broadcasting program, a current position acquisition section for detecting a current position of said reception apparatus, an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name, a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name, a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting program received from said radio wave reception section with each other and outputting the contents part of the broadcasting program

when the area name is included in the area designation part, and a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

2. (original) A satellite broadcasting system for broadcasting a broadcasting program to be broadcast all at once to many and unspecified apparatus over a wide range through a satellite, comprising:

a transmission apparatus; and

at least one reception apparatus;

multiplexing an area designation part and a contents part to produce the broadcasting program, and means for transmitting the broadcasting program;

said reception apparatus including a radio wave reception section for receiving a broadcasting program, a current position acquisition section for detecting a current position of said reception apparatus, an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name, a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name, a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name

is included in the area designation part, and a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

3. (original) A satellite broadcasting reception apparatus, comprising:
  - a radio wave reception section for receiving a broadcasting program in which an area designation part and a contents part are multiplexed;
  - a current position acquisition section for detecting a current position of said reception apparatus;
  - an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name;
  - a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name;
  - a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting program received from said radio wave reception section with each other and outputting the contents part of the broadcasting program when the area name is included in the area designation part; and
  - a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

4. (original) A satellite broadcasting reception apparatus, comprising:

a radio wave reception section for receiving a broadcasting program in which an area designation part and a contents part are multiplexed;

a current position acquisition section for detecting a current position of said reception apparatus;

an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name;

a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name;

a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name is included in the area designation part; and

a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

5. (previously presented): The satellite broadcasting system of claim 1, wherein said transmission apparatus is a satellite transmission apparatus.

6. (previously presented): The satellite broadcasting system of claim 2, wherein said transmission apparatus is a satellite transmission apparatus.

7. (previously presented): The satellite broadcasting reception apparatus of claim 3, wherein said radio wave reception section receives said broadcasting program from a satellite.

8. (previously presented): The satellite broadcasting reception apparatus of claim 4, wherein said radio wave reception section receives said broadcasting program from a satellite.

9. (new) A satellite broadcasting system for broadcasting a broadcasting program to be broadcast all at once to many and unspecified apparatus over a wide range through a satellite, comprising:

a transmission apparatus; and

at least one reception apparatus;

said transmission apparatus including means for multiplexing a plurality of area designation parts and contents parts to produce a plurality of broadcasting programs, wherein each of said programs comprises an area designation part and a contents part, and means for transmitting the broadcasting programs;

said reception apparatus including a radio wave reception section for receiving a broadcasting program, a current position acquisition section for detecting a current position of

said reception apparatus, an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name, a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name, a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting program received from said radio wave reception section with each other and outputting the contents part of the broadcasting program when the area name is included in the area designation part, and a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

10. (new) A satellite broadcasting system for broadcasting a broadcasting program to be broadcast all at once to many and unspecified apparatus over a wide range through a satellite, comprising:

a transmission apparatus; and

at least one reception apparatus;

multiplexing a plurality of area designation parts and contents parts to produce a plurality of broadcasting programs, wherein each of said programs comprises an area designation part and a contents part, and means for transmitting the broadcasting programs;

said reception apparatus including a radio wave reception section for receiving a broadcasting program, a current position acquisition section for detecting a current position of

said reception apparatus, an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name, a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name, a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name is included in the area designation part, and a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

11. (new) A satellite broadcasting reception apparatus, comprising:

a radio wave reception section for receiving a plurality of broadcasting programs in which a plurality of area designation parts and contents parts are multiplexed, wherein each of said programs comprises an area designation part and a contents part;

a current position acquisition section for detecting a current position of said reception apparatus;

an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name;



a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name;

a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting programs received from said radio wave reception section with each other and outputting the contents part of the broadcasting programs when the area name is included in the area designation part; and

a reproduction section for receiving and reproducing the contents part of the broadcasting programs outputted from said broadcasting propriety discrimination section.

12. (new) A satellite broadcasting reception apparatus, comprising:

a radio wave reception section for receiving a plurality of broadcasting programs in which a plurality of area designation parts and contents parts are multiplexed, wherein each of said programs comprises an area designation part and a contents part;

a current position acquisition section for detecting a current position of said reception apparatus;

an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name;

a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name;

a broadcasting propriety discrimination section for comparing the area name outputted from said current area detection section and the area designation part of the broadcasting programs received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting programs when the area name is included in the area designation part; and

a reproduction section for receiving and reproducing the contents part of the broadcasting programs outputted from said broadcasting propriety discrimination section.